

**A SYSTEM FOR AND METHOD OF IMPLEMENTING
A CLOSED LOOP RESPONSE ARCHITECTURE
FOR ELECTRONIC COMMERCE**

ABSTRACT OF THE INVENTION

A closed loop system for and method of delivering information obtained from an information content source to a playback device and to receive response information related to the information content. The system comprises an information source (710), a mobile-content server (735) and a playback device (755). The mobile content server (735) comprises a web site, a database, and a server application. The web site interfaces to the information content source (710) and is available for access by a user. The database stores, among other things, user information. The server application operates on the mobile-content server (735) and enables the mobile-content server (735) to: retrieve the user information from the database; retrieve content segments or programming information from the information content source (710); deliver the content segments or programming information to the playback device (755) to the client platform; and receive response information from the playback device (755).